





INTRODUCING
CAT COUNTRY 98.7

WYCT-FM PENSACOLA, FLORIDA

STATION OF THE YEAR

The Best Songs and Today's New Country

LIVE . LOCAL

CAT COUNTRY IS EVERYWHERE

ADX COMMUNICATIONS
7251 PLANTATION ROAD PENSACOLA, FL 32504

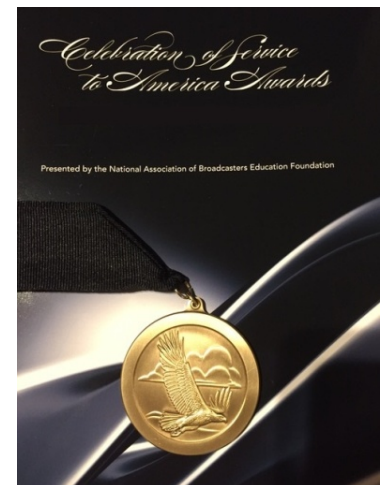
Studio: 850.430.1987 @CatCountry987
www.CatCountry987.com

FAMILY OWNED

WYCT/Cat Country 98.7 is family owned, managed and fully staffed locally in Pensacola, Florida. Cat Country 98.7 was awarded the **NAB Crystal Award in 2013 and 2017** recognizing our consistent community service. Employees freely volunteer at numerous non-profits and civic organizations. Between our air staff, we have 15 rescue animals. The morning show alone has seven!

The first line of WYCT's Mission Statement is to **super-serve the community** and Cat Country 98.7 takes pride in being **Pensacola's community leader**. In November, **Junior Achievement named WYCT Small Business of the Year** and after existing for only 13 years, we are the **only radio company in the Pensacola Chamber of Commerce Hall of Fame**.

- **WYCT aired 5602 minutes of PSA's** for non-profit events.
- Cat Country 98.7 organized, took part in, broadcasted from and **emceed dozens of events** during the CMA submission period.
- **Cat Country's Christmas Wishes program** has won several awards and is one of radio's largest community outreach programs on the Gulf Coast
- **2017 National Association of Broadcasters - Service to Mankind Award Winner**

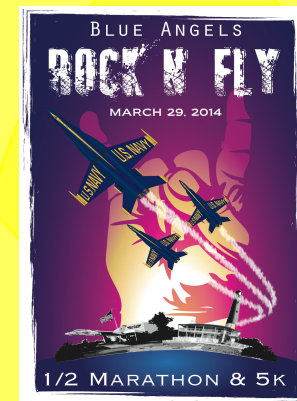


CAT COUNTRY 98.7
COMMUNITY
INVOLVEMENT



PUBLIC SERVICE

Cat Country 98.7 has aired more than 220 hours of public service announcements during this CMA entry period for over 200 organizations and area events. Brent and Candy alone have emceed and broadcasted from 26 separate fundraisers including events for the American Cancer Society, Covenant Cares and Manna Food Pantries.



MIRACLE ON PALAFOX



The number one request we get at Christmas time, is to help with toys. What if we could raise thousands of dollars and fill more toy wishes for our Christmas Wishes program? Josh Turner, Thompson Square and Runaway June donated their time to Miracle on Palafox and tickets were sold for an affordable \$9.87. The show sold out in 12 minutes. Cat Country 98.7 took the idea from inception, to booking, to sound and served as the primary host for the event. Over \$17,000 was raised to make sure 230 families had something under the tree this year.



WYCT- Community Involvement

CHRISTMAS WISHES

Christmas Wishes is a program where listeners are asked to submit their wish online and in turn, Cat Country 98.7 tries to match as many wishes as they can with local businesses that assist in granting their request. While the idea of **Christmas Wishes is to help those less fortunate**, it has blossomed into a grassroots, **pay it forward**, campaign with several that have received assistance in the past, chiming in and granting the wishes of others. **In 2016, WYCT was able to grant the Christmas Wishes for over 200 families** and individuals in Escambia and Santa Rosa counties and was recently awarded the NAB Service to America Award for its efforts. Two examples of the 2016 Christmas Wish program include a **Christmas Party with gifts for every resident at a nursing home** as well as **facilitating an adoption for a deserving family**.

WYCT- Community Involvement



COMMUNITIES CARING

AT CHRISTMAS

This is separate from our “Christmas Wishes” program. **Cat Country 98.7 works with WEAR** (our local ABC affiliate) **every holiday season** to make sure that **Foster Children on the Gulf Coast have at least one gift under the tree.** All of the donations are given locally and *they stay local.* Our radio station is a drop off site and the Cat leads the caravan of trucks, full of toys and gifts, from various storage facilities to the fairgrounds where non - profit organizations then gather to hand out gifts to local foster families in need.



WYCT- Community Involvement

PLANT EXPLOSION

An explosion rocked the International Paper Plant in Cantonment the night on Sunday night, January 22nd.

Residents as far away as 30 miles away heard the loud Boom. Closer to the plant, residents' homes were covered in soot and eyewitnesses were describing a black, slippery substance covering Highway 29, in front of the plant. **Cars were covered in this "black liquor" and the road was impassable.**

Escambia Emergency Operations reported that calls began coming in at about 7:38 p.m. **Station personalities, Brent Lane and Candy Cullerton were both on the air and on the scene by 8:10p.m.,** beating every other media to the scene. Candy spoke with eyewitnesses – local residents that heard the explosion.

Brent Lane immediately began relaying information to concerned listeners. All residents and employees were accounted for, with no reports of fatalities or injuries. **Cat Country 98.7 continued to pass along information in the following weeks as a toxic black tar had covered much of the area surrounding the plant.**

WYCT- Community Involvement



FILL THE MAYFLOWER

November 21st and 22nd , Cat Country 98.7 and MANNA Food Pantries teamed up with the local Mayflower moving company (Coastal Moving and Storage) for the 8th year to collect food to help our local food pantry through the holiday season. Every air personality and staff member assisted and broadcasted live during the 2 day event and was able to collect over 80,000 pounds of food.



MSABC WALK



MAKING STRIDES
Against Breast Cancer®



The **Making Strides Against Breast Cancer** walk is the **largest fundraising event** for Breast Cancer research in Escambia and Santa Rosa counties and the biggest walk (per capita) in the state of Florida. Cat Country has been a **sponsor** for 10 years. **“Team Cat A Tude”** is made of hundreds of listeners are invited to join and walk with the team. This year, the cause hit especially close to home, as Morning Man, Brent Lane’s wife who chairs our team every year was struck with breast cancer. ***Every employee*** walked in this fight against breast cancer. On Saturday, October 29th, 2016, **WYCT** helped raise more than **\$400,000** with more than **15,000** participants.

WYCT- Community Involvement

WYCT- Community Involvement

COACH OF THE WEEK

Every Friday at 8:10, Morning Team, Brent and Candy announce the Cat Pak Coach of the Week. Cat Country 98.7 celebrates mentors in Cat Country as everyone should strive to be leaders in the community.

Kids, Parents, past team members all submit their nominations for their coach and the Cat Crew hand delivers a plaque with the Cat Country 98.7 “Cat” to let the Coach know how important they are to their players and the surrounding community.



THIS IS CAT COUNTRY



CAT COUNTRY 98.7

LEADERSHIP IN COUNTRY MUSIC



LIVE AND LOCAL

Local In-House News Staff

Local In-House Weather and Hurricane Trackers

Local In-House Traffic (not from a service)

Local Talent 24/7



WYCT- Leadership in Country Music

ON-AIR TALENT

BRENT LANE

Cat Pak Morning Show 5a-10a

CMA Member, Brent Lane, his wife Angela and their 3 children call Pensacola home. They are all actively involved in the community. Brent is the longest serving board member and past President of Manna Food Pantries. Brent received the Business Leader of the Year award from the Pensacola Area Chamber of Commerce and was awarded a Silver Medal from AAF in January. Brent and Angela work hard for cancer awareness and other local charities.



CANDY

Cat Pak Morning Show 5a-10a

CMA member Candy Cullerton is engaged to a Gulf War Veteran and is the mother of 4 amazing rescue dogs. When she's not volunteering at The Haven of Our Lady Peace or working as a counselor at Camp Bluebird, she's watching Netflix or beating her (soon to be) son, Zach on X Box One.



MERRILEE MOORE

Middays 10a-2p

Merrilee Moore lives for four things: Jesus, her husband – Braylin, who serves in the US Navy, her rescue dog, Gizelle and country music. When not holding down the midday shift on Cat Country 98.7, Merrilee can be found on the Cat Pak morning show live with Brent and Candy updating road conditions and traffic.



BO DALTON

Afternoons 2p-7p

If he's not quoting his all-time favorite movie "Training Day", Bo Dalton is the hilarious voice of afternoon drive on Cat Country 98.7. Bo shares his adventurous life with his wife Rhonda and their 3 cocker spaniels. In his free time, you can find him exploring the Pensacola area with his passion for Photography.



ON-AIR TALENT

JENNA SCOTT

Nights 7p – 12a

Jenna Scott is a world traveler who moved to Pensacola to attend UWF to study journalism. Being an Air Force brat she welcomes change with open arms. 7 countries visited, 8 states lived in, and counting. When not on Cat Country 98.7, she can be spotted paddle boarding or surfing.



TOM CAT

Weekend Warrior

Tom "Tom Cat" Schwarz serves the community as a local firefighter. When he's not on air on weekends, he also DJs weddings and is father to two rescue labs, Epi and Zan.. Tom Cat is dedicated to helping others in the community.



JOHN PICKENS

Weekend Warrior

John Pickens was raised in Pensacola. He graduated from high school and college on the Gulf Coast and radio has always been a consistent passion of his for as long as he can remember. His love of country music and radio brought him to Cat Country 98.7 where you can hear him most weekends.



DANA CERVANTES

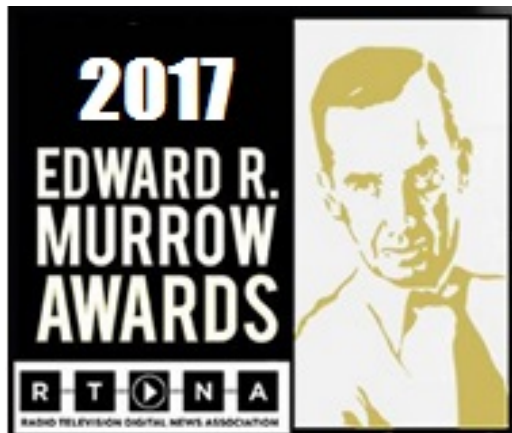
Weekend Warrior

Dana Cervantes is a proud member of the Cat Country team. She previously held down mornings with Brent Lane before leaving to head up the USO of NW Florida. You'll hear this busy mom of three every Saturday morning on Cat Country 98.7.



LIVE AND LOCAL

Local News: Since its inception in 2003, Cat Country 98.7/ WYCT has showcased local news with traffic and weather. Our in-house news team has won several dozen accolades during the last decade, including two **Edward R. Murrow Awards** for the BP Oil Spill and the Blue Angel Crash in 2016.



WYCT- Leadership in Country Music

Local Traffic: Pensacola alone is home to over 100 bridges. If there is an accident on one, commutes can come to a standstill. Our traffic reports are live with in-house traffic reporters six times an hour from 5a-9a, 4p-6p and throughout the day/night as needed. WYCT works in conjunction with the Florida Department of Transportation, the Sheriff's office, the City Police and listeners that become everyone's eyes and ears if they see an accident in NW Florida.

Local Weather: Since Cat Country 98.7/WYCT is live and local every day, we relay severe weather and emergency information as needed. We have live reporters at the Emergency Operations Center in Escambia and Santa Rosa Counties. We monitor "Cat Scan Radar" and are able to give updates on storms and severe weather at street level accuracy.



LIVE AND LOCAL

When Country Music Artists come to town, they can always be heard on Cat Country 98.7. During the CMA submission period, we've spoken with **Florida Georgia Line, Thompson Square, Jake Owen, Midland and Kenny Chesney**, just to name a few. Cat Country 98.7 is the only radio station on the Gulf Coast to do a series of free shows bringing Country Music's up and coming stars close to you. We called these free, all-ages shows "**Cat Country Close Ups**". Thousands of people were able to see, enjoy and meet **Michael Ray, Chris Janson and Brett Young** among others. Each artist did an hour-long acoustic set and they stuck around to sign autographs afterwards. We have even perfected getting 250 meet and greet pics in 45 minutes!

Country Music News: From country music news online at catcountry987.com, to country music charts, to WYCT's Music Advisory Council, our station engages listeners with the latest in country music delivering all the news from Nashville during "Cat Tales". With over **105,000 Facebook fans**, country fans along the Gulf Coast usually find out the latest on their favorite artists before anyone else via Cat Country 98.7. From the air, to the streets and from the concert venue to the beach, country music is the foundation of what we are at Cat Country 98.7.



WYCT- Leadership in Country Music

CAT COUNTRY CLOSE UPS

During our submission period, Cat Country 98.7 hosted a series of Cat Country Close Ups, “where Nashville’s rising stars come to you” brought new music to over 10,000 listeners who had the chance to see, hear and meet (for free) such talent as Chris Lane, Brett Young, Craig Campbell, Chris Janson, Granger Smith and Midland.



MANNA HAT



Cat Country gathers autographs from various country artists as they travel through our listening area on a white hat. Manna Hat #12 is in progress now.

In 2016, more than thirty-five of today's hottest country stars have signed the hat including Florida Georgia Line, Brothers Osborne, Miranda Lambert, Jason Aldean and Tyler Farr, Kip Moore and Josh Turner. The hat is then auctioned off with all proceeds benefitting Manna Food Pantries. In 2016, the Manna Hat brought in \$1,575.00. The Hat raised over \$20,000 since 2006.



CAT COUNTRY UNDERCOVER

Eric Paslay played the Pensacola Interstate Fair in October. Before his performance, he allowed us to mic him and we put him to work as a **Brand Ambassador**. The best audio came from him trying to get fair attendees to sign up to win one of his own meet and greets.



WRITE A SONG FRIDAY



There are many songwriting festivals on the Gulf Coast and we are fortunate enough to have writers want to showcase their skills on the Cat Pak Morning Show. During the CMA submission period, we were joined by **James Dupre, Scott Steele and Andy Velo.**

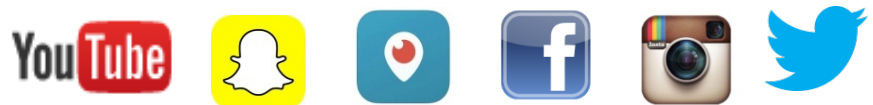
Listeners called in all morning and contributed ideas and lines. After each mini session – the singer/songwriter would perform the song. These artists are the reason that the turned out so well!



CAT COUNTRY 98.7
**ADDITIONAL
INFORMATION**

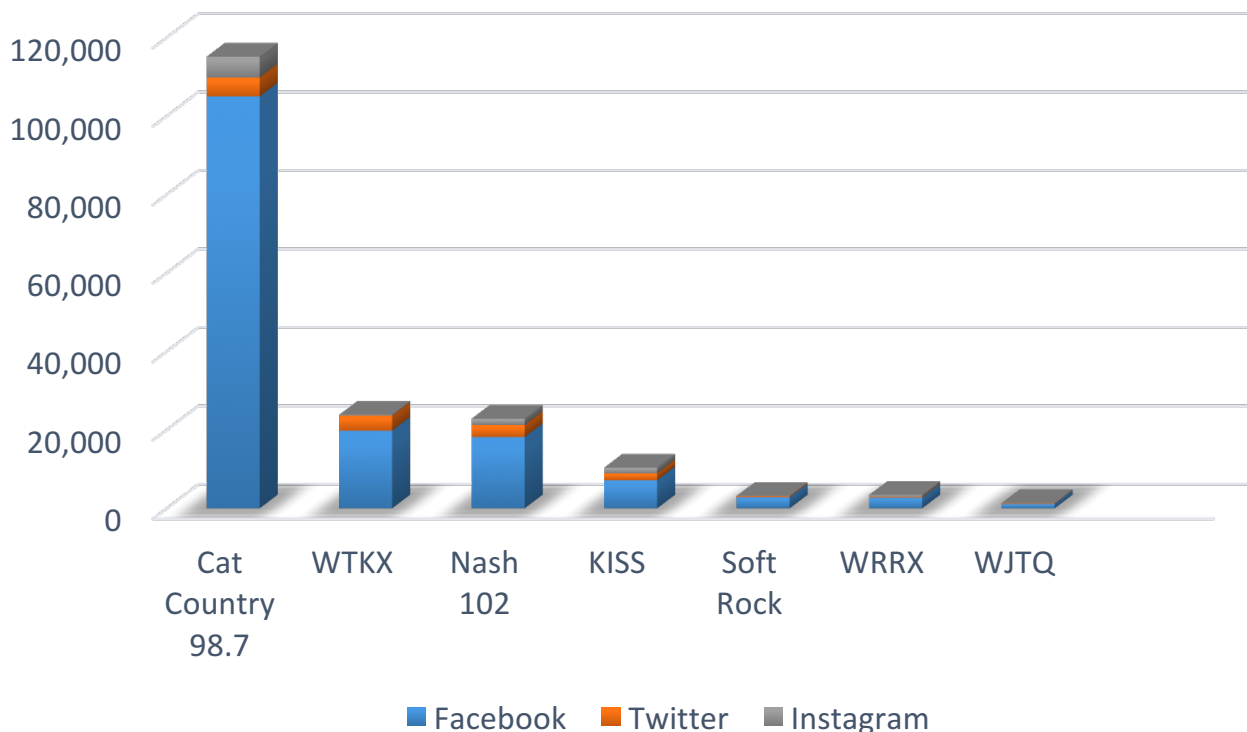


SOCIAL MEDIA



OVER 105,000 FANS

Social Media Engagement with Listeners



Source: Various Social Media Platforms 2016

Communication is continuously evolving. Cat Country 98.7 stays **actively engaged** with its listeners by using the **power of social media**. From the latest country star updates, concert announcements to local weather and traffic updates, Cat Country 98.7 has you covered!



SOCIAL MEDIA

1,452 views



Instagram



catcountry987

catcountry987 That moment when your school has been writing letters to a soldier overseas and finally comes home! Thank you @marcuspointchristianschool to be a part of this amazing #soldierhomecoming #marrydersimons This makes applesmarketofpensacola/ blacksheep_zake Thank service!! May Good w/ ciaobellaboutique. moment!!



1,452 views

MARCH 2

224,065 shares



25,405,480 reached

25,405,480 people reached

Like Comment Share

8.6K

224,065 shares

116,888 reached



116,888 people reached

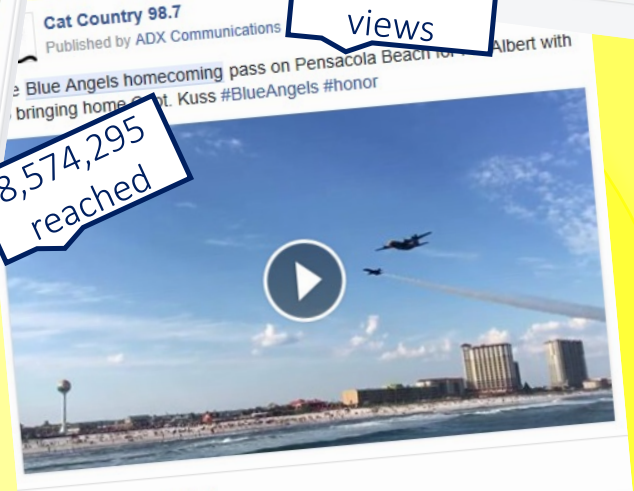
Like Comment Share

Jane Gay Hodge, Angela Carhette and 3,416 others

633 shares

3,000,000 views

8,574,295 reached



8,574,295 people reached

3M Views

31,244 reached



31,244 people reached

Like Comment Share

Jack AD, Shawna Blackwell and 280 others

199 shares

28 Comments

HONORS



2016 Station of the Year

- 10 Time Winner

2016 Best Radio Personality

- Brent Lane

2016 Best Website

2016 Best Person to

"Friend" on Facebook

- Brent Lane



Community Service

2017 Winner

2013 Winner

5 Time Finalist

2017 Service to America Award

2008 Friends In Need Award

WYCT- Additional Information



2017 Gold Addy

- Buffalo Wild Wings

2017 Silver Addy

- Alive Design and Printing

2017 Silver Addy

- The Boot Store

2017 Silver Addy

- Blues Angel Music

2017 Silver Addy

- Stewart Moving and Storage

2017 Silver Medal Award

(National Honor for Advertising Excellence)

- awarded to Brent Lane



Station of the Year

- 2 Time Finalist

Morning Show of the Year

- 2008 Finalist Cat Pak Morning Show



Station of the Year

- 3 Time Winner

- 8 Time Finalist

Radio Personality of the Year

- 2009 Winner

- 6 Time Finalist Cat Pak Morning Show

TESTIMONIALS



“For the last 5 years, and in the future, Cat Country has been our main partner for *Fill the Mayflower*; a food drive for Manna Food Pantries. Promotional materials and promotional events done by Cat Country have gone above and beyond what anyone would expect.”

- Jay Bradshaw, Owner of Coastal Moving and Storage



“Thank you so much Cat Country for being apart of all of our events. They wouldn’t be half as successful without the help of Cat Country, Brent, Candy and the whole crew. I just wanted to take a moment to say thank you from Whataburger for all of your help.”

- Sarah White, Field Marketing Director for Whataburger



“Cat Country is a TRUE partner, a station that cares about the outcome and future of their clients. They are involved in every community event that I can think of; they get positive results at the end of each day. The Cat Country goes above and beyond; they are my neighbors and my friends. Cat Country is my station, the only one I listen to! Thank you Cat Country!

- Rickey Linton, Franchise Sales Manager for Buffalo Rock Company



“It was a great weekend! Your Cat Country crew worked hard and had great attitudes! We ended with 72 cars on the day. Our goal was to reach 45 cars. It was a great day for the store! Crystal said it was the most fun she can remember having at a radio remote. That includes all the big markets too like Dallas and Miami. We’re looking forward to working with you as we grow the Pensacola market. Thanks for the Flip-A-Gram video recap. It looks great! I can’t recall another radio station sending a recap before... especially a Flip-A-Gram.”

- Melissa Castillo, Administrative Marketing Assistant for Take 5 Oil Change